CLAIMS

What is claimed is:

1.   A method for re-booking passengers from cancelled flights, comprising the steps of:

obtaining passenger data for said passenger;

comparing said passenger data for said passenger with at least one rule; and

offering re-booking flights to said passenger based upon said comparing step.

2.   The method of claim 1, wherein said passenger data for said passenger comprises the remaining unflown ticket value, the passenger re-booking cost, and the passenger lifetime value.

3.   The method of claim 2, wherein said passenger lifetime value comprises at least one of the frequent flyer status of the passenger and the ticket purchase history of the passenger.

4.   The method of claim 1, wherein said passenger data is provided real time.

5.   The method of claim 1, wherein said re-booking flights are determined from flight inventory data and reservation data.

6.   The method of claim 1, wherein said passenger data is obtained from at least one selected from the group consisting of accounting data, customer relationship management data, and loyalty data.

7.   The method of claim 6, wherein a value score for said passenger is obtained using said passenger data, and said re-booking flights are offered to said passenger based upon said passenger value score.

8.   A machine readable storage having stored thereon a computer program having a plurality of code sections executable by a machine for causing the machine to perform the steps of:

obtaining passenger data for said passenger;

comparing said passenger data for said passenger with at least one rule; and

offering re-booking flights to said passenger based upon said comparing step.

9.   The method of claim 8, wherein said passenger data for said passenger comprises the remaining unflown ticket value, the passenger re-booking cost, and the passenger lifetime value.

10.   The method of claim 9, wherein said passenger lifetime value comprises at least one of the frequent flyer status of the passenger and the ticket purchase history of the passenger.

11.   The method of claim 8, wherein said passenger data is provided real time.

12.   The method of claim 8, wherein said re-booking flight candidates are determined from flight inventory data and reservation data.

13.   The method of claim 8, wherein said passenger data is obtained from at least one selected from the group consisting of accounting data, customer relationship management data, and loyalty data.

14.   The method of claim 13, wherein a value score for said passenger is obtained using said passenger data, and said re-booking flights are offered to said passenger based upon said passenger value score.

15.   A system for re-booking passengers who are unable to travel on scheduled flights, comprising:

means for obtaining re-booking flight candidates for said passengers;

means for obtaining passenger data for said passengers with at least one rule; and

means for selecting passengers for re-booking flights based upon said passenger data.